

**CLAIMS:**

1. A computer based system comprising:  
A database containing a product directory and product information, and;  
At least one computer, said computer configured to provide product pages out of said database containing a product directory, and;  
A user interface including means for selecting items from said product directory, and;  
A software program for (automatically) generating digital document containing at least one item from said database that represents information of a specific product, and at least one item representing general information that is not related directly to said specific product, and;  
The step of displaying said digital document on display means.
2. A computer based system comprising:  
A database containing a product directory and product information, and;  
At least one computer, said computer configured to provide product pages out of said database containing a product directory, and;  
A user interface including means for selecting items from said product directory, and;  
A software program for (automatically) generating digital document containing at least one item from said database that represents information of a specific product, and at least one item representing general information that is not related directly to said specific product, and;  
The step of displaying said digital document on display means, and;  
the steps of loading a product page, and;  
The step of analyzing the product page, and;  
The step of using the results of said analysis to extract pre-determined information from said product page, and;

The step of embedding said extracted information in a newly created digital document.

3. The system according to claims 1 and 2 and whereas the steps of extracting information and generating digital documents is applied to at least two product pages, said at least two product pages are of the same format but contain at least one different information item.
4. The system according to claims 1 through 3 whereas said digital document contains at least one field enabling any user add comments to said field without effecting the rest of the file.
5. The system according to claim 1 through 4 and including at least two different product directories, and;  
At least two different schemes for creating said new digital document, and;  
the step of applying at least one of said schemes to at least one product directory for creating said new digital document, and;  
the step of applying at least one other of said schemes to at least one other product directory for creating said new digital document
6. A computer based system comprising:  
A database containing a product directory and product information, and;  
At least one computer, said computer configured to provide product pages out of said database containing a product directory, and;  
A user interface including means for selecting items from said product directory, and;  
A software program for (automatically) generating digital document containing at least one item from said database that represents information of a specific product, and at least one item representing general information that is not related directly to said specific product, and;  
The step of displaying said digital document on display means.

7. A computer based system comprising:

A database containing a product directory and product information, and;

At least one computer, said computer configured to provide product pages out of said database containing a product directory, and;

A user interface including means for selecting items from said product directory, and;

A software program for (automatically) generating digital document containing at least one item from said database that represents information of a specific product, and at least one item representing general information that is not related directly to said specific product, and;

The step of displaying said digital document on display means, and;

including a first scheme for creating said new digital document, and;

At least a second scheme for creating said new digital document, and;

The step of creating a first digital document from according to a first scheme, and

The step of creating at least a second digital document, for the same product, according to said at least second scheme.